

## Claims

- [c1] What is claimed is:
1. A method for generating a plurality of templates for the conversion of unformatted data to markup language files comprising:  
providing service data corresponding to a selected service;  
providing a master template wherein the master template contains information corresponding to markup languages and presentation capabilities of a plurality of device types and  
creating a plurality of service templates, each of which is configured to convert the service data into markup language data adapted to be displayed on a corresponding type of device.
  - [c2] 2. The method of claim 1 further comprising automatically generating the plurality of service templates.
  - [c3] 3. The method of claim 1 further comprising querying a user for one or more labels corresponding to portions of the service data.
  - [c4] 4. The method of claim 3 further comprising providing the user with one or more default labels, wherein the default labels comprise the tag names for the corresponding data in the service data.
  - [c5] 5. The method of claim 1 wherein the master template comprises a plurality of blocks of data, wherein each of the blocks of data provides information for converting a selected portion of the service data into a markup language data adapted to be displayed on a selected type of device.
  - [c6] 6. The method of claim 1 further comprising querying a user as to whether one or more portions of the service data will be included in the templates.
  - [c7] 7. The method of claim 1 wherein providing the service data comprises providing XML data.
  - [c8] 8. The method of claim 1 wherein the formats adapted to be displayed on the corresponding types of devices include one or more HTML formats and

one or more WML formats.

- [c9] 9. The method of claim 1 wherein one of the formats adapted to be displayed on the corresponding types of devices comprises XML.
- [c10] 10. A method comprising:  
providing service data in a first format;  
for at least a portion of the data,  
examining the service data to identify name-value pairs,  
providing a master template containing presentation format information for converting each name-value pair into a plurality of alternate formats, each of which is adapted to be displayed on one of a plurality of client devices; and  
constructing a plurality of service templates from the presentation format information, wherein each service template is configured to convert the portion of the service data into one of the alternate formats.
- [c11] 11. The method of claim 11 further comprising querying a user for a label for each name-value pair.
- [c12] 12. The method of claim 11 wherein querying the user for the label for each name-value pair comprises presenting the user with a default label and querying the user to either accept the default label or provide an alternate label.
- [c13] 13. The method of claim 12 wherein the default label comprises an XML tag that forms the name in the name-value pair.
- [c14] 14. The method of claim 10 wherein the master template comprises an XML application.
- [c15] 15. The method of claim 10 wherein the plurality of device templates are configured to convert the service data into a plurality of distinct markup language files.
- [c16] 16. The method of claim 15 wherein the plurality of distinct markup language files comprise at least one form of HTML and at least one form of

WML.

- [c17] 17. The method of claim 15 wherein the first format comprises XML.
- [c18] 18. The method of claim 15 wherein the first format comprises a native database format.
- [c19] 19. A computer-readable medium containing a plurality of instructions, wherein the instructions are configured to cause a computer to perform the method comprising: reading service data corresponding to a selected service; selecting information corresponding to markup languages and presentation capabilities of a plurality of device types and generating a plurality of service templates, each of which is configured to convert the service data into markup language data adapted to be displayed on a corresponding type of device.
- [c20] 20. The computer-readable medium of claim 19 wherein the method further comprises automatically generating the plurality of service templates.
- [c21] 21. The computer-readable medium of claim 19 wherein the method further comprises providing the user with one or more default labels, wherein the default labels comprise the tag names for the corresponding data in the service data and querying a user for one or more labels corresponding to portions of the service data.